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FLANSBURGH'S 1892 CATALOG 1917

Strawberry Plants

And OTHER SMALL FRUITS



AMERICUS

PROGRESSIVE

SUPERB

FRANCIS

PREMIER

*and Other Best, New and
Standard Varieties*

*ALL ABOUT THE NEW EVERBEARERS
AND OTHER IMPORTANT VARIETIES*

C. N. FLANSBURGH & SON
JACKSON, MICHIGAN



TWENTY-NINE years growing
Strawberries



TWENTY-FIVE years in the
plant trade



READ Our Unsolicited Testi-
monials



KIND Words and Kind Regards
and Friends make life worth
living



RIGHT NOW, we are more in-
tensely interested in Straw-
berries than ever before, and
we trust in this catalog to show the
way to greater pleasure and still
larger profits for our customers .



Read Our Little Catalog All Through

Perhaps it needed just such a season as the past to demonstrate more thoroughly what we have claimed in former catalogs—that the everbearers are hardier than the June varieties; that the plants will stand more cold in winter, more heat in summer, the bloom more frost and still produce fine fruit under conditions that would prove a failure with the average June variety. But we will tell you more about them further on. Trusting that you will read our little catalog all through for your own benefit as well as ours, that you will write us freely for any further information we may be able to give you at any time, but early in the season when you can, before the rush of orders in the spring, when replies must necessarily be brief. Thanking you one and all for favors past, present and future, we remain

Yours truly,

C. N. FLANSBURGH & SON.



Progressive and the Everbearers

WHEN introducing the Progressive, 1913, we were practically assured by its previous behavior on our grounds that it was all or more than had been claimed for it by Mr. Rockhill, the originator, for whom we were growing it under contract to introduce if worthy. We were confident it would prove a prize, especially for the home garden. What we did not fully realize at that time was that it was to become so great a commercial variety as well. The most popular and the most important all-around variety as it stands today from Maine to California.

Those who are familiar with our catalog will recall that we urged its great importance as an everbearer, that many of our customers would find it highly profitable as a commercial variety, especially near the larger towns and cities, but that its greatest stronghold would ever be the family garden, and this in general for the other everbearers as well as for Progressive.

Speaking broadly for the everbearers now, it is to be remembered that our trade is largely in Michigan and adjoining states, but having been in business many years we have customers from Nova Scotia to the Pacific, and to show the extended interest in these new everbearers, we have enquiries about them from Hawaii, the Philippines, even China, Korea, Russia, Australia and New Zealand, and other foreign countries near and far. But speaking for the United States which is broad enough for the purpose if we include the Canadas, and not to overlook a negative as well as the positive, we will mention here that Mr. Darrow, of the Department of Agriculture and Horticulture, Washington, D. S., on a recent visit to Round Lake Fruit Farm, while on his way throughout the country looking up the everbearers, remarked on their great success in every section but the south. Again there was an article in the Rural New Yorker, by Mr. Johnson, a noted horticulturist of Missouri, wherein the everbearers with him had proved a failure commercially. This report occasioned much surprise and comment throughout the north, for the failure was so utterly complete, the plants for the most part, as we understood, failing to bear fruit at all, for what reason we do not know, nor if the plants were genuine. They were certainly not our strain. Pistilate varieties like "Productive" will not fruit at all unless the blossoms are well fertilized, while Superb, a staminate, does best in hills. Both of these varieties produce less fruit as everbearers in the fall, especially in matted rows and not to be compared in yield with the more intensely everbearing Rockhill varieties, but both like all the other everbearers that we list are heavy croppers at the regular June fruiting on the year old plants.

We have never seen a single plant of Progressive, Americus or Francis, growing under normal conditions that failed to fruit within five months, more often less than three months, from the setting out, and scarcely two months for the Progressive, if kept in hills unless disbudded. Nor yet such plant in matted rows that we remember of, though that might be, it being characteristic with the everbearers that some few plants go all to fruit and cannot be induced to make plants freely if at all, no matter

The Everbearers Most Profitable, Most Reliable—

how closely kept disbudded. While on the other hand when making great abundance of new plants the mother plant will often fruit but moderately, it might be sometimes not at all, but it would be a curiosity, as much as for a single yard of matted row to fail to yield a crop.

We have many customers in Missouri, and not a few throughout the south who have tried our everbearers, and so far we have yet to receive the first adverse report, but may be some have had bad luck. How is it friends, in Dixie? It is hard to imagine that these everbearers like ours, the true and genuine, and especially the Progressive, Americus or Francis, should fail to win out anywhere where grass or cotton grows or common sorts do well.

As a matter of fact the everbearers all do best in hills and under high cultivation, but to see what they would do under difficulties, including entire neglect and worse, we set some rows of St. Regis everbearing raspberry and other sorts in the spring of 1914, seven feet apart, and between the rows we also set a row of Progressive or Superb, cultivating the first season only. Since then we have been digging the raspberry plants in spring and fall for sale, picking the fruit in season, and for St. Regis, also in the fall, crowding between rows and tramping on the strawberries as little as possible each year, but enough it may be imagined—what with the grass, big bunches of mammoth clover here and there, and weeds from four to seven feet tall to suck the moisture from the ground, together with the young and growing raspberry plants that must be left undisturbed to ripen wood, it is almost a wonder that any of the strawberry plants are left alive. But they are still there, save those that met disaster by the hook or fork or spade, and ready to fruit again next June and more or less thereafter unless we plow the whole patch under.

These plants set April, 1914, produced fine fruit on the mother plants and runners in paying quantities throughout the summer and fall, the Superb much less than the Progressive though the fruit was large and handsome. But at the regular June fruiting, 1915, Superb produced abundantly, as also the Progressive, fine fruit and not outranked for quantity by any of the June varieties selling on the market at the same price per quart or crate—a paying crop, but something less than for the summer and fall before when the price was more than double. Like June varieties the everbearers also are always more or less exhausted after each June fruiting, but unlike them they recovered rapidly with the rains and began to bear again by early fall and so continued blossoming and fruiting more moderately but continuously until the ground froze—tallying their second crop for the season, in value equal to the first. That is, equal to the June crop, but less than that of 1914. At the next June fruiting, 1916, they again bore heavily, the plants loaded with fruit, “as were nearly all of our varieties last year, with the everbearers still the most productive as a rule.” After which they recovered less rapidly this time, and with the following long continued drouth and extreme hot weather, the few local showers we had done little good, except where crops had been well cultivated and the soil worked fine and soft ready to receive them. We got but little fruit from these last fall while our frequently cultivated everbearers were striving to outdo all former records in quantity if not in size of berries while it was so hot.

Whether it is characteristic of the everbearers, or from our manner of plant breeding, or for whatever reason, it is certain that the berries have been growing larger, finer and more abundant with each succeeding season, from the first fruiting, and this applies to every variety that we list and others still on trial. During the hottest weather last summer they were somewhat less in size on the higher ground, and though a little shower now and then did lots of good the hot sun soon evaporated it, while on the lower ground they were large and fine throughout. We are confident that June varieties ripening their whole crop in a few days, if possible for them to have been in fruit during some of this hot weather, would have collapsed entirely and the fruit sun-scalded to a blister, while the foliage of the everbearers did not even droop. We have never seen a single berry on any of our everbearers that had been sun-scalded—no matter how exposed or how long.

A Three Years' Tryout Among Raspberries—Under Difficulties—To See What They Would Do With Neglect and Worse.

If you ask us which of these everbearers is best we will tell you that we set out more Progressive last spring than any other variety, and more Americus than any other except Progressive, and more Superb than any of the June varieties except the "Premier." That we set out every Francis plant we had left, including those we sorted out too small to sell, and disappointed many customers who applied for it too late, we have already stated that we set out about twice as many of the everbearers as of the June varieties. All of these are fine varieties, the best there is that have been introduced to date. More recently we introduced "Standpat." We have never seen its equal for size and quantity of fruit combined, but it made few plants at best, and fewer still each year. Last season we withdrew it, trusting by selection to reproduce a strain that would make more plants. If we succeed we shall offer it again. If not for this, Standpat would be our choice of all varieties that we have ever grown or seen. As it is today our choice for fruit and profit in the fruit is in the order we have set them out, with Progressive in the lead, while many of our customers bank most on Americus or others in our list. It all depends. Take "Francis," the most intensely everbearing of them all, persistently putting out new fruiting stems, blossoming and producing full grown berries on the runner plants as well, even before well rooted in the soil unless repeatedly disbudded. The exhibition berry, large, glossy, handsome, particularly when grown on light sandy loam. We have but little such light soil. I wish we had more of it, if only for the Francis. So there you are—or rather, here we are, with soil ideal for all kinds of fruits—especially strawberries. From light to heavy soil, but mostly a strong gravelly sandy loam with more or less clay in the composition, a porous soil with body, and enriched by applications of manure and plowing under clover every chance we get—using no commercial fertilizer. We have grown strawberries on almost every kind of soil including muck, but we are telling now just how it is at Round Lake Fruit Farm.

Next to "Francis" stands "Progressive" as most intensely everbearing, closely followed by "Americus," some say the largest and finest of them all. Both suited to a wider range of soil and other conditions. On the whole, if we were to choose between the everbearers and the June varieties, for home or market, we would take the everbearers. Not but that we are deeply interested in the June varieties as will be noted further on, but as everbearers they are far more profitable for us. If it were not for the everbearing feature it would be the same, so far as "Progressive" is concerned, for it is the earliest of all varieties at the regular June fruiting on the year old plants—from four to six days earlier than "August Luther," "Michael's Early," or any other extra early variety we know, selling on the market at the highest prices paid for the earliest home grown. Enough because of this one feature; the most important for the early market if it had no other merit.

Progressive is not the largest of the everbearers, but more like "Dunlap," of which it is a seedling, though not by chance. We call it the Dunlap of the everbearers. In 1912, a wet season and ideal for producing great quantities of plants, it made rows as wide and thickly set with plants as ever Dunlap was inclined to do, the plants covering the entire ground nearly everywhere, so that it was impossible to walk between the rows without stepping on them. This is no way to grow for fruit, but though we used no fertilizer at any time, we were after plants to offer in the spring at \$75.00 per thousand rate—no more nor less according to agreement. An extraordinary price, but then, it was an extraordinary variety, and as it turned out we were glad enough that we had so many of them. In fact we booked some orders in the fall for delivery in spring to customers who came long distances to see them while in fruit. While the fruit was not to be compared for size or quantity produced since then in thinner set and more ideal fruiting rows, we estimated it had paid us at the rate of \$1,000 per acre before the ground froze. This from plants set out that spring and their increase fruiting throughout the rows. We started in our catalog that there were some small berries, too small to sell, as the only fault we could find with it, but that fault has largely disappeared since then, even where the plants grow thick, though we have never had them grow as thick all over as they did that year.

At the following June fruiting, 1913, what plants were left produced abundantly as any June variety and with greater profit because of its extreme earliness, ripening

We Want That Trial Order—No Matter How Small

a large percentage of its crop several days in advance of the earliest June sorts. Later on we sold them along with all our other berries without discrimination on the market, keeping no account.

For more about these everbearers see description of varieties in alphabetical order. See also letters from our customers selected for a purpose. If there is room for more we have them in abundance, but the thought occurs that a page or so of our own experience with these everbearers, early in the game, as copied from some previous catalog of given date, will be of interest just now, specially to new beginners.

CERTIFICATE OF NURSERY INSPECTION No. 1668.

This is to certify that I have examined the nursery stock of C. N. Flansburgh & Son, Jackson, Mich., and find it apparently free from dangerous insects and dangerously contagious tree and plant diseases.

This certificate to be void after July 31, 1917.

L. R. TAFT,

State Inspector of Nurseries and Orchards.

Agricultural College, Mich., Sept. 23, 1916.

OUR GUARANTEE, TERMS, ETC.

Our plants are **fresh dug** at time of shipment, from new beds, carefully trimmed, re-sorted to **best grade only**, and tied in bunches. Good count and **true to name**, and are put up with finest moss in packages, if to go by mail, or in market baskets lined with moss and oiled paper or light ventilated crates, to carry safely by express at lowest rates.

We guarantee our plants to reach their destination in good condition by express or mail to all parts of the U. S., with the understanding that we shall not be held liable for more than the original cost of the plants in any case. Should a package go astray, be damaged or destroyed en route, plants missing, or any error we have made, please notify us at once.

All orders promptly acknowledged and notice sent when plants are shipped, except where forwarded at once by return mail. **Our Certificate of Inspection is attached to every shipment.**

Canadian shipments must go by express, as plants from the United States are excluded from the mails by the Canadian authorities.

We begin our shipment south as soon as we can dig in spring, usually about April 1, sometimes in March, and push the work as fast as possible with a view to send out every order just when it is wanted. We like to have our customers say when, when ordering, or say ship when notified, and then let us know a few days in advance. When orders are to "ship at proper season," we know what it means and plan accordingly. **We do not substitute without permission.**

Terms: Cash with order, but orders will be booked to hold the plants if part payment is enclosed, the balance to be sent before shipment. Remittances may be sent by postoffice or express money order, bank draft or check, or small sums in one or two-cent stamps. A check is often more convenient for our customers and by courtesy of our bankers is equally acceptable with us.

175 QUARTS BY OCT. 25 FROM 200 PLANTS SET OUT IN SPRING

Pope Co., Minn., Jan. 20, 1916.—Your catalog to hand and sorry to see you are not offering Standpat this year. The 200 Progressive I got of you last spring produced 175 quarts of fancy berries of very high quality by Oct. 25. Strawberries every day for over three months the first season.

LATER.—April 24, 1916.—I received the strawberry plants in good condition. There was one bunch short in the 1,000 Progressive. Thanking you for the two new sorts extra.

ANTON GABRIELSON.

Note.—We regard it a kindness for a prompt report of any shortage in our count, that we may send the missing plants at once by return mail while still in stock and before it is too late.

The Bigger Ones Will Come Later—Let's Get Acquainted

NUMBER OF PLANTS REQUIRED TO SET OUT ONE ACRE

1 by 1 foot, 43,560
2 by 2 feet, 10,890
3 by 1 foot, 14,520
3 by 2 feet, 7,260

4 by 1 foot, 10,890
4 by 2 feet, 5,445
5 by 1 foot, 8,712
5 by 2 feet, 4,356

6 by 1 foot, 7,260
6 by 2 feet, 3,630
7 by 1 foot, 6,122
7 by 2 feet, 3,111

FALL SETTING And Our Rates for Fall

Our best advice is—order now, and have your plants come in the spring, the earlier the better, when the plant is fully grown, matured and dormant, while the soil is moist and cool, and when there is more favorable weather generally.

Plants grown between rows in an old fruiting bed are to be avoided. Most growers of only new bed plants refuse to sell them in early fall—since for each plant big enough to sell, others are destroyed that would be good ones later. They are safe enough to set, however, when there is plenty of rain, or where they can be irrigated.

OUR RATES IN FALL We can usually supply most varieties in small amounts after **September 15**, at our listed rate per dozen, and at one-half more than listed rate per 100. If wanted in larger quantity later in the season, write for price on variety and the amount of each desired.

TO SET IN FALL. SEE NOTE BELOW

Delaware Co., Iowa, July 3, 1916.—The plants you sent this spring came in most excellent condition. I lost but one plant from the lot, and they are making a splendid growth, and I thank you kindly for the extras. Now, Mr. Flansburgh, what I want is a dozen each of the following varieties, the others to be your own selection. I want them for trial and as soon as possible. I know to get them in early fall you destroy prospective plants, but I am willing to pay what you think is fair if you can supply them. I have some plants rooted now, from some of the varieties you sent last spring, and I want to find out about these others for myself as soon as possible in order to know what to order later.

I am getting along, 76 years old, and have not long to stay, and I am deeply interested about these varieties. For the rest I would leave the selection to you as I rely greatly on your judgement. Now, what have you to offer in the everbearers next spring, or in June varieties? I shall like "Standpat" the best of all, I think, from what I know of it so far. Please write what you can do, etc. CHAS. ROOT.

Note.—We not only aim to please our customers but we want to please, and especially such long-time customers as friend Root. Besides he only wanted a few plants of each variety in order to see a little of the fruit next June, a season in advance, but owing to the drouth the varieties he wanted were not yet rooting and could not be supplied. Since the everbearers came there has been such demand for them in the fall, from those who have seen them growing and fruiting for the first time, that we have planned to set them out still earlier in spring, that we might have the plants for them, at least in small amount, as soon as possible in fall. We do not recommend fall setting in large amount—even for the everbearers—but if not set in spring for any reason, it is better to set them in the fall than not at all.

Perry Co., Pa., April 3, 1916.—See order for more everbearers. The others you sent me were fine, and thanks for promptness. My neighbors said they never saw such fine plants. MRS. W. E. RHEAM.

Washington Co., Iowa, April 15, 1916.—My order that you shipped this week arrived all right and satisfactory, and I thank you also for the liberal count, but I am wanting still a few. See order and remittance, if I can get them of you. J. W. PIGG.

LATER.—May, 15, 1916.—I received the plants I ordered last and thank you for so many. J. W. PIGG.

Chelan Co., Wash., March 30, 1916.—Enclosed find check for \$5.00 for Francis plants. I lost the catalog you sent and don't recall the price. The plants I got of you last year were fine and healthy. Long distance shipping did not seem to effect them.

ROY SHARP.

Yours For All That Makes Life Worth



Residence of C. N. Flansburgh, Round Lake Fruit Farm, R. 7, Jackson, Mich. The road from Michigan Center lies on the other side of the hedge at the right between the house and the grove. Beyond the grove, a portion of the lake shows in the picture.

PLANTS FROM FLANSBURGH SURE TO BE ALL RIGHT

Ipswich, Mass., April 9, 1916.—The plants came all right and in good condition. I always reckon all plants from Flansburgh being all right in every way, and always have success with them. Thanks for extras. A. F. TENNEY.

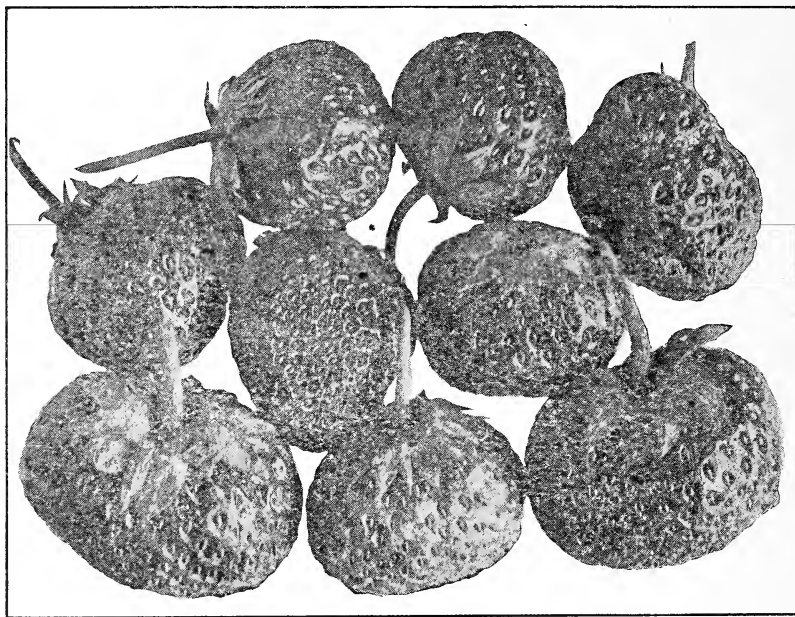
Washita Co., Okla., May 8, 1916.—We are very much pleased with the plants we ordered of you, and all but two are growing fine. L. A. VANNIMAN.

OUR SELECTED LIST IN ALPHABETICAL ORDER

(Per.)—For Staminate or Perfect Blossoms. (Imp.)—For Pistilate or Imperfect Blossoms.

ABUNDANCE (Per.) This new Fig Type strawberry originated with H. J. Schild, the originator of the fig type strawberries, and was introduced in 1913. So good have the fig type berries proved (Black Beauty and Grand Marie) that the demand for this new one has left us with but few plants each spring for our own resetting and fewer still to fruit. We cannot say as yet if it is better or really as good as the others, but coming from such high authority it is surely worth a trial.

Living in Country or in Town



AMERICUS EVERBEARING STRAWBERRIES

AMERICUS (Per.) (Everbearing.) One of the best known and most prominent of the new everbearing recently introduced. A seedling of Pan-American and Louis Gauthier, from the same batch of seedlings as No. 1 (Francis), foliage a little larger, a shade lighter in color. A good heavy root system; a better plant maker. Americus is strongly staminate. Plants are strong, healthy and deep rooters. The fruit is firm, medium to large in size, light red, heart shape, of fine texture, quality extra good; fruit stems stout, holding large berries high from the ground. Unless repeatedly disbudded it will bear constantly from June to November. A fairly free plant maker and young runner plants begin to bear as soon as they begin to root.

We were sold out of this again last spring as also others of the everbearers. In fact if we could have supplied one-half as many plants of the leading sorts—in a wholesale way—to nurserymen who have applied to us already, we should not have them now to offer in our catalog. Americus is all and more than has been claimed.

The above is from our last year's catalog. Americus is leader of the everbearers in the order of its introduction, and still is leading alongside of Progressive and growing better every year. It is a reliable fall cropper, some say the largest and the finest. We had a few plants left to fruit among the June varieties last season at the regular June fruiting. They not only produced abundantly as any of the June varieties, as all the everbearers do in June, but they were among the largest and the finest on our grounds, and first choice with our pickers who delighted to get after them. What shall we say for an everbearer that will yield a greater profit in fruit before the first snow flies (six months from the setting out) than a June variety will do in June (fifteen months from the setting out) and then buckle in and equal or exceed the June variety at its own game?

AROMA (Per.) A popular standard late market variety. Fruit large, roundish conical, bright, glossy red, firm and of good quality.

Americus—The Magnificent—The First of These Great Everbearers

AUGUST LUTHER (Per.) Well known standard early market. A vigorous, healthy grower, productive and reliable. Fruit of good size, bright red, firm, and of good quality. Our long time favorite first early for home or market.

Note elsewhere that the new Progressive ("an everbearer") is the earliest variety in existence, and as such is our favorite first early for the home or market now.

BLACK BEAUTY (Imp.) The originator says: "This plant is the result of eighteen years' scientific breeding terminating in one of the grandest creations in the strawberry world. Berry rich, aromatic, sweet, firm and large, conical round, even and smooth, free from core, dark red to center and so rich in sugar and essential oils that it will remain sweet when left hanging on the plant several days after fully ripe. A large, healthy, well balanced plant of the multiple crown type, a splendid plant maker and very productive. Season late."

This and Grand Marie (see further on) are the new varieties termed "Fig Type." Both good. See also the new Abundance heading this list.

CHARLES I. (Per.) New. Said to be extra early, the fruit medium to large in size, good color, firm and of fine quality. Not fruited here but the plants are good growers.

COLLINS (Per.) New. Our plants were from Mr. Whitten of Michigan, who says it is a seedling of Beder Wood, with long fruit stems, holding the berries well up from the ground, the fruit a deep red and of good rich flavor, ripening evenly without green tips, a strong staminate, making it a good pollenizer for pistillate sorts and fruiting from second early to late, bearing heavily. A reliable variety. Not fruited here.

DR. BURRILL (Per.) New. Originated by Dr. J. R. Reasoner, the originator of Dunlap, and said to be a cross of Dunlap and Crescent, a vigorous grower and a fine root system and surpassing either of its parents for productiveness, the fruit large, roundish, dark red and of excellent flavor. Not yet fruited here.

EARLY JERSEY GIANT (Per.) New. (Van Fleet No. 10.) Ripens with the very earliest. Berries very large, brilliant scarlet-crimson, conical with pointed tip, colors all over at once. Large light green calyx, exceedingly showy and attractive. Blossoms open rather late and staminate. Plant a strong grower with large leaves on long, pliant stems and a heavy yielder. The largest and best early variety.—(Introducer.)

Our plants of this and Late Jersey Giant (Van Fleet No. 14) were received from the introducer. First offered to the trade last spring at \$1.50 per dozen and \$10.00 per hundred.

Above is from our last year's catalog. We find it as claimed except it was not quite so early to ripen at its first fruiting here last year. Try it. We predict it will prove among the most valuable.

We copy the entire from our 1915 catalog. With another fruiting we are regarding it a prize indeed—one of the largest and finest early berries we have ever grown. We shall reset it largely as we can for early market.

All of the above is copied from former catalogs. Last season we were more pleased with it than ever. One of the largest and finest for an early variety we have ever grown.

EDMUND WILSON (Per.) New. (Van Fleet No. 13.) A strikingly unique variety. On good soil the plants attain a height of twelve to fifteen inches with a spread of fully a foot, and are enormously prolific. The berries are as large as small apples, form globular or bluntly heart shape, of deep maroon color with smooth surface and quite firm. Perhaps the richest in sugary lusciousness of all. Ripens in midseason.—(Introducer.) Needs further trial here.

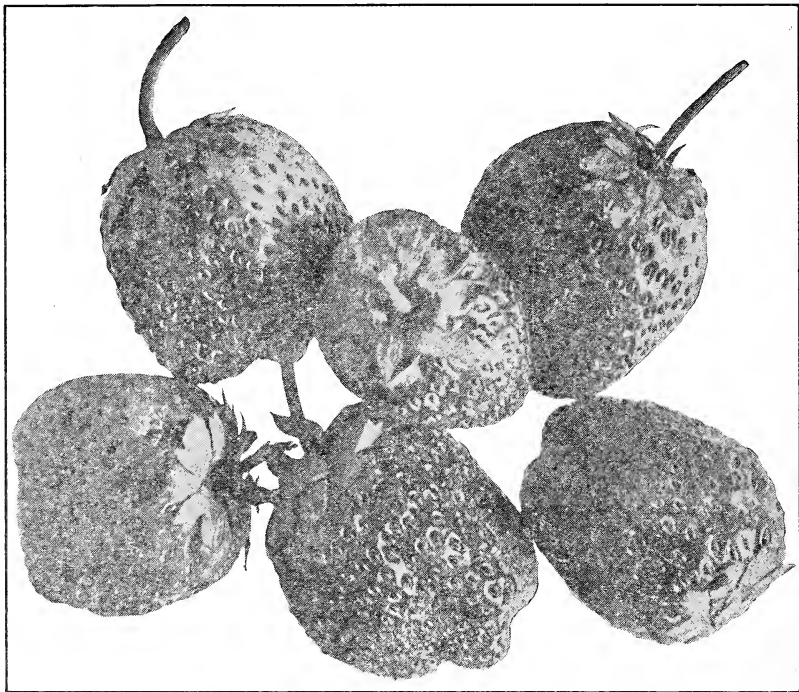
FORWARD and ONWARD (Per.) New. (Everbearing.) Two new everbearers recently introduced by Samuel Cooper, the originator of Superb, and so nearly like Superb that though there is a difference of course, it will take a longer trial to determine just what. (From our 1915 catalog.) We want to add that whether from our manner of plant breeding—or for whatever reason—it is a fact that every one of the everbearers that we list have been producing finer fruit and more of it with each season since the first fruiting. Of the

To Be Introduced and Growing Better Every Year

two, Forward has produced the most for us so far. Whether it is in them to outclass Superb remains to be seen. What we are after is a variety superior to every other variety of its type and let the others go. There surely are but few growers in the U. S. who have let go as many named and unnamed varieties in the past 25 years—and our list is still too long.

Above is from our 1916 catalog. Owing to the drouth we have too few of the Onward to offer this year.

FRANCIS (Per.) (Everbearing.) One of the finest. Fruit large, handsome and attractive. An exhibition berry. A most persistent fruiter. The spring set plants bear so heavily that, as a rule, they make but few new plants, which also bear fine fruit, often before well rooted in the soil, so that unless repeatedly disbudded it makes few plants and mostly rather small.



FRANCIS EVERBEARING STRAWBERRIES

Francis is a wonder anywhere, but for the specialist it is a prize. Who that knows it has not had visions of a solid acre for the city market? We sold the plants last year at \$25.00 per 1,000; elsewhere they were \$75.00 per 1,000. We were sold out as usual. The demand has never been supplied. We have already booked a large quantity and can only offer it this year in small amounts. Try a few plants on strong, sandy loam.

Above is from our 1916 catalog.

GANDY (Per.) Well known late market variety, large and fine, but a shy bearer in some sections. Most growers now prefer the Stevens as similar, but more productive and reliable.

GIBSON (Per.) We regard this a good variety, not at all like the old Gibson, nor as handsome a berry, but better otherwise. More like Parson's Beauty in appearance and in other ways. Midseason.

Francis—The Most Intensely Everbearing of Them All—The Most Wonderful Variety in Existence

GLEN MARY (Per.) One of the most reliable heavy croppers and a splendid grower of large stocky plants. Fruit large, dark red, sometimes a little rough and uneven, but not misshapen. A valuable variety for all soils and all seasons. A long season fruiter.

GOLDEN GATE (Per.) A fine variety, a good grower and abundant bearer of strictly fancy fruit, large wedge to roundish conical in shape, firm and of good quality. The only fault we find is when the berries lie unmulched the underside showing lighter color, sometimes almost white, in striking contrast to the dark, rich, glossy red exposed to sun and air. Clay loam is best for this variety—and plenty of mulching. Midseason.

GRAND MARIE (Per.) The fig type, mate for Black Beauty and described as follows: "A large, hardy plant with upright habit of growth and well balanced root system. Stolens strong, making an abundance of plants. Berry tapers to a point, even and smooth, firm and sweet, color dark red clear through, large to very large. Can remain on plant several days after fully ripe, remaining rich and sweet; of the nature of figs. Very prolific. Season medium to late."

HAVERLAND (Imp.) Very productive. Fruit large, longish conical to extra large, broad tapering and slightly flattened; light bright red, firm and good quality. A good grower and a long time standard market variety. A sure cropper. Season early to late.

HELEN DAVIS (Per.) We have come to regard this as one of the very best and most profitable varieties, and we are growing it largely as we can for the nearby city market. Helen Davis is a strong, healthy grower, and a reliable, heavy cropper of large fine fruit, crimson in color and good quality. A money-maker. Midseason to late.

IOWA (Per.) (Everbearing.) Plants large and thrifty—a satisfactory plant maker under average conditions—a little later than some others in coming into bearing—thus saving labor in disbudding—a heavy and continuous fruiter from August 1 to cold weather. Fruit medium to large—color scarlet, fairly firm and good quality. This variety has short fruit stems, while the foliage is exceedingly rank, serving to protect the fruit from frost and cold in fall, even when the ground is slightly frozen.

JOE JOHNSON (Per.) A new variety from Maryland, said to be very productive, of large size, fine color and good quality. A perfect table berry, a good canner and one of the best for shipping. Season late.

KELLOGGS PREMIER (Per.) Introduced last spring by the R. M. Kellogg Co., of whom we got our plants and who stated that it originated in Illinois. That Edw. H. Riehl, who conducts a sub-experiment station for that state (heavy clay soil) wrote them that it outclassed every other early variety he had ever known. That it outclassed every other early variety at the Kellogg farm on sandy loam, etc., etc. In short that it was the earliest and the best early variety ever originated.

Aside from the abundant testimony, our own plants had made such remarkable, clean, vigorous and healthy growth that we wrote the Kellogg Co. for the latest word about it there, receiving their reply under date October 18, 1915, in part as follows: To begin with the Premier fruited earlier than any other of the extra early varieties. In the second place, the yield was beyond anything we have ever had from any variety except Kelloggs Prize. In the third place, the fruit was the richest in flavor and in form and color ideal, deep rich crimson to the center. A few of the berries were sent to St. Joseph, Mich., and were placed in the window of a bank in that city, with the result that an automobile load of people came clear over here (40 or 50 miles) to see the wonderful sight. One of the visitors was so much impressed that he made a second trip. We have had people here from other states come to see the Premier, and all unite in saying it is the greatest variety ever originated. Profs. Eustace of Michigan, and Steubenrauch of California, both declared that nothing in their experience had ever equaled the Premier.

Copying the above from our 1916 catalog, we are glad to add that we fruited Premier last year in two places, and it was all and more than we anticipated or expected. For an early berry it was the largest and most productive combined of any

Premier—A New Variety—But We Intend to Set it in the Spring More Largely Than Any Other June Variety—That's What We Think Of It

we have ever seen. In fact, I doubt if there is a midseason variety that will outyield it. The berries simply lay in piles all around among the plants, and every berry was a perfect fruit, large, fine shape, symmetrical, firm and handsome. We felt it all along that such a plant—roots, crown and foliage, and such a growth—meant something more than common. We had ordered a few plants for trial, but a little later on got more, so that we had quite a lot for a new variety, and it is an ideal grower. Even last season with less than the average plant growth, it made good fruiting rows. In short, we knew it by the ear marks, so to speak, at first, and now we know it by results. Not the earliest compared with "Progressive" (an everbearer) but for an early June variety it surely is a winner.

KELLOGGS PRIZE (Imp.) One of our best varieties for market. The plants are strong growers and the fruit is large and fine and produced in abundance. It is said to be one of those varieties that grow better with each succeeding crop on the same vines up to three or four crops. We have never tried it out that way here, being well satisfied with the one crop and a new setting out each spring, as is our rule for all varieties. Midseason to late.

LA BON (Per.) (The so-called alfalfa rooted that we have been hearing about, to be introduced this year.) A new variety from H. J. Schild of Michigan. The plants sent us last spring were the longest rooted we have ever seen. Before me as I write is a La Bon plant with dried up roots that are still over three feet long, given me by Mr. Schild when on a visit to his place where I had gone last fall to learn more of the La Bon and other sorts that he is originating and developing, including several new everbearers.

Mr. Schild says: "This variety, No. 11, now named La Bon by the M. A. C., is extremely hardy and drouth-resisting, retaining its fresh and upright growth when other sorts droop and lop in extremely dry, hot weather. A strong, healthy grower and productive of large fine fruit with a firm skin, making it a good shipper and its quality is good, fruiting midseason," etc. In short, a variety that cannot fail to interest our customers, and we are aiding in its introduction.

From our 1916 catalog. So far we find La Bon as claimed, while the extreme hot weather and the long continued drouth following the June fruiting seemed to have little or no discouraging effect on the growth of the plants last summer, though we are growing it on our lightest soil.

LATE JERSEY GIANT (Per.) New. (Van Fleet No. 14.) The latest of all strawberries and best late variety. It undoubtedly has blood of Gandy in it, but is superior quality; the berries larger, more brilliant color and produced in greater numbers; uniform large heart shape, smooth and glossy, firm and meaty. I regard it as the most beautiful strawberry I have ever seen, etc., etc.—(Introducer.)

A fine berry, but not as vigorous a grower as the other Van Fleet varieties, and last season it made very few new plants.

MONROE (Per.) Originated with Joseph A. Morgan of Monroe Co., N. Y., for whom it won the \$50.00 Barry Gold Medal in 1912, offered by the Western New York Horticultural Society—(a three years' test). First offered in our catalog for 1912, since when we have grown it, as also many of our customers, with much satisfaction. Monroe is a strong grower and plant maker. The fruit is large, dark red with a heavy green calyx, firm, of high quality and produced in abundance. Season second early and midseason, like Dunlap.

NORWOOD (Per.) Introduced in 1908 at \$10.00 per dozen and every year since then we have been sold out, except a few plants saved to fruit. Norwood reminds us of Marshall in many ways, but is a better grower and more productive and reliable. The fruit is large and handsome, more regular in form than Marshall and equally as fine flavor. The season is the same (second early and midseason). The bloom will stand more cold and frost than Marshall, which, like Jessie Sharpless and other old-time favorites, were always among the first to suffer from a frost.

OREM (Per.) The latest of all varieties, coming in with Gandy and bearing an abundance of fine berries, even two weeks after Gandys are gone and about three times as many. A good grower. The berries are exceedingly large and smooth, light red, with yellow seeds and dark green calyx; very attractive. They ripen all over, holding their size best of any I ever saw, and are good keepers; can be

Read Our Little Catalog All Through

left on the vines two days after they are ripe and still be in first class condition for market. While the above is the originator's description, it is almost identical with our own experience here. It is certainly the latest we have ever grown, and otherwise as claimed. A valuable variety.

PAUL JONES (Imp.) A seedling of Haverland crossed with Brandywine. Mr. Todd of Delaware, says: "One of the chief points of value of Paul Jones is its shipping qualities. Berries kept a week in a common house cellar were exhibited at the Worcester County Horticultural Exhibit by the side of fresh picked fruit, and the only difference in appearance was the added richness in coloring of the week-old berries. Three times it has taken first premium at these exhibits. It is fully as productive as Haverland or Sample.

"Paul Jones is a very vigorous grower and plant maker and is immensely productive. The fruit is large, much like Haverland in shape when that variety is at its best, but much more brilliant and beautiful in color and appearance."

This variety has attained a wonderful reputation in the east, and is none the less a favorite with us as with many of our customers elsewhere.

PEERLESS (Per.) Everbearing. New. Our plants were received last spring from Samuel Cooper, the originator, who said that he regarded Superb the best of his originations until he developed the "Peerless," which for four years had proved to be more productive, of larger and better quality of berries than the Superb. That he was confident when enough plants can be grown that it would be the leader as a fall bearer, and also for the main crop in the spring.

We paid Mr. Cooper \$10.00 per dozen for the Pan-American many years ago, and more recently \$5.00 per dozen for the Superb, and now \$5.00 per dozen for the Peerless. The plants have made a strong, vigorous growth in spite of the drouth, and the variety promises to prove all claims. We will wait and see.

PENNELL (Per.) A vigorous grower and a sure and heavy cropper. The fruit is medium to large, bright red, firm and of the finest, richest flavor possible to imagine. A prime favorite for the home and a reliable, valuable market variety for discriminating customers who demand quality. Should not be allowed to mat too thickly. Midseason.

PRIDE OF MICH. (Per.) Fruit large, highly colored, glossy red, firm and of good quality. A good plant maker, vigorous, healthy and productive. Midseason.

PRODUCTIVE (Imp.) (Everbearing.) Parentage Pan-American and Autumn. It is imperfect blossom and requires a perfect blossom, fall bearing variety alongside to fertilize its bloom. The plants are large with dark green foliage. It fruits considerably on new runner plants, the berries above medium in size; color light glossy red, heart shape, firm, seeds prominent on the outside. Mr. Cooper says: "I think this the most productive of any variety I have ever seen; that it will be used largely as a fall and spring berry; that on an average this variety in hills will bear a pint of fruit to each plant the first fall, a quart to each plant the following spring, and if the leaves are mown off after the June crop will bear another pint the second fall.

As grown by us in matted rows Productive is one of the heaviest croppers on year old plants in June—compared with June varieties—that we have ever grown, the berries almost identical in appearance with the old Bismarck strawberry, equally as large and fine and produced in even greater abundance. The fruit produced in fall is larger though not so much of it.

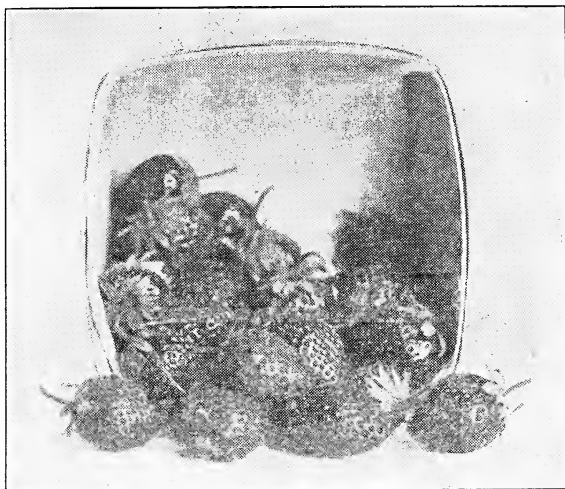
PROGRESSIVE (Per.) (Everbearing.) Originated in 1908 by Harlow Rockhill of Iowa, the originator of Americus, Francis, Iowa and others. Parentage Pan-American and Dunlap, the only plant saved out of 4,000 seedlings.

Progressive is the most vigorous and thrifty grower of all the everbearers that we list, "unless it is Superb," with tall, luxuriant foliage to protect the bloom and fruit from the hot sun and frosts. Practically every blossom makes a berry, and every berry makes a perfect fruit. A few too small to sell and many large, but mostly medium in size, dark red, fine quality, and produced in great abundance on the spring set plants and runner plants throughout the summer and fall.

We realize it would be an error for us to underrate or overstate a single feature

of this most important variety offered to our customers in 1913 at \$75.00 per 1,000 plants and selling to our competitors as well in large amounts. It is not the largest of the everbearers, running in size about like Dunlap. We call it the Dunlap of the everbearers, reminding us of that grand variety in many ways—both plants and fruit. There are still a few small berries, though growing better every year. Perhaps one quart in 50 if to sort them close, which we do not, they are all such perfect berries in every other way and the average size is good.

For the past two years Progressive has been the first of all varieties to ripen on our grounds on year old plants in spring—May 30 in 1914 and last year May 29—both times a week ahead of all other extra early sorts.



THE NEW PROGRESSIVE EVERBEARING STRAWBERRY
 Quart Basket and Berries—much reduced in size

All things considered, Progressive is without a doubt the most important variety ever introduced—the most popular variety today. We could have sold every plant we had of it last fall. Nothing in the history of strawberries has ever equaled this demand for the leading everbearers, and especially for this.

All of the above is from our last year's catalog. Progressive pays us better for the fruit alone in the first six months from the setting out than any of our June varieties in June, fifteen months from the setting out. Last spring we had them on the market several days in advance of all other early varieties, fine fruit, and sold at highest prices for the season. Later on they sold at same prices as the June varieties.

Our print of full quart box with berries is an old one, from a photo much reduced taken in the fall of 1912, the year the plants grew so thickly matted, and does not fairly represent the size, which averages much larger as we grow them now, in more ideal fruiting rows. But we have told you about that and much more about Progressive and the everbearers elsewhere.

REWASTICO (Per.) A new variety sent out by the W. F. Allen Co., and highly praised and prized by them as a splendid market variety, productive and reliable. Fruit large, highly colored, uniform in shape, quite firm and of good flavor. In short, a variety of great value. The plants are strong, vigorous growers, sure to make good rows and the season is medium to late.

SAMPLE (Imp.) Standard market, midseason to late. Fruit large, roundish conical, bright glossy red, moderately firm and of good quality; a good grower, productive and reliable.

SENATOR DUNLAP (Per.) One of the best and most popular. It succeeds everywhere and with everybody almost without exception, with the new beginner as well as with the veteran grower, but should not be allowed to matt too thickly. The bloom is perfect (self-fertilizing). The plants are small and very vigorous; will make good rows with very ordinary culture, or will return two-fold for every extra effort in intense cultivation. It is productive and reliable. The fruit is good size, handsome and of fine flavor, fresh or canned; a good carrier and keeper. It ripens medium early and continues a long time in bearing.

SONS PROLIFIC (Per.) Originated in 1902. Of Aroma and Bubach parentage. Later introduced by the D. McNallie Co. of Missouri, with strong claims—the summing up of which was that Sons Prolific was the most ideal variety ever propagated and bound to supercede Aroma.

We have grown the Sons Prolific now five years and it certainly is a wonder for productiveness and big shiny berries. Midseason to late.

STEVENS (Per.) (**Stevens Late Champion.**) This variety has become one of the most popular standard late market varieties in cultivation. It is a strong, vigorous grower, with tall, dark green foliage and long runners. The fruit is large and handsome, much like Gandy; equally as fine, as reliable and much more productive. One of our favorite varieties. Season late.

SUPERB (Per.) (**Everbearing.**) A seedling of Autumn crossed with Cooper. A healthy grower and makes runners freely. Our plants were from Mr. Cooper (the originator) who considers this the best of the everbearers.

Superb certainly is a valuable variety. Our customers who grow it in hills for fruit alone report high prices and great profits in the fall. As grown by us in matted rows for plants and fruit it is more moderately productive in summer and fall than are the Rockhill varieties—Americus, Francis and Progressive—but the fruit is always extraordinary large and handsome and pays us well if only for the fall—six months form setting out—but more than this, it produces enormously the next June on year old plants, ranking with the largest and most productive June fruiting sorts. As showing what we think of this variety, we are giving it more space than any of our June varieties, but the demand for plants is always more than our supply. We were sold out of it again last spring, and could have sold every plant we had of it last fall to bigger business if we would.

Above is from our 1916 catalog. Superb has become a great commercial variety. While not as firm and such rich flavor as Americus or Progressive, it is a money-maker of the highest order.

UNCLE JIM (Per.) Our own introduction several years ago. Competitive varieties have come and gone, but Uncle Jim still holds—the best big berry of its type from Maine to California. The plants are large and stocky and make good fruiting rows. The fruit is large, high colored, fancy, quite firm for so big a berry, of good quality. A choice variety, productive and reliable. Midseason to late.

Genesee Co., Mich., Feb. 1, 1916.—Dear Sir: Enclosed find order and remittance. The plants I received from you last spring all grew. The six everbearing plants you gave me were loaded with berries when it froze up. I never saw anything like it. What do you call them? C. J. LOUD.

LATER.—July 22, 1916. I am sending you a photo of my patch, 54 square rods, from which we picked 3,025 quarts of as nice berries as I ever saw. The plants you sent this spring—every one is growing fine. C. J. LOUD.

Fulton Co., Ill., March 17, 1916.—Enclosed find order and remittance. Was well pleased with the plants from you last year. J. E. WALTERS.

Macomb Co., Mich., May 1, 1916.—The strawberry plants we ordered of you came through in fine condition. We thank you for the splendid plants and prompt delivery. ALLEN CARTER.

STRAWBERRY PLANTS BY PARCEL POST

Fourth Class Matter Which Includes Plants

	<i>First Pound or Fraction</i>	<i>Each Additional Pound or Fraction</i>
First Zone—within 50 miles of Jackson, Mich.....	5c	1c
Second Zone—50 to 150 miles of Jackson, Mich.....	5c	1c
Third Zone—150 to 300 miles of Jackson, Mich.....	6c	2c
Fourth Zone—300 to 600 miles of Jackson, Mich.....	7c	4c
Fifth Zone—600 to 1000 miles of Jackson, Mich.....	8c	6c
Sixth Zone—1000 to 1400 miles of Jackson, Mich.....	9c	8c
Seventh Zone—1400 to 1800 miles of Jackson, Mich.....	11c	10c
Eighth Zone—all over 1800 miles of Jackson, Mich.....	12c	12c

Weight When Properly Packed for Mailing

Strawberry Plants—Dozen, 10 oz; 100, 3½ lbs.

Raspberry Plants—Dozen, 1 lb; 100, 5 lbs.

CANADIAN SHIPMENTS must go by express, as plants from the United States are excluded from the mails by the Canadian authorities.

SMALL PACKAGES weighing 8 ounces or less (of plants, bulbs, seeds, etc.); the only rate of postage to all zones is 1c for every 2 ounces or fraction thereof.

TO LOCATE ZONES—See post map at all postoffices or estimate distance in an air line from Jackson, Michigan.

We can send any quantity by parcel post in different packages if amount for postage is included for each package at above rates, but for large quantities it is best to order by express not paid. 500 strawberry plants or 100 raspberry plants are about as many of most varieties as can be properly put in one package to go by mail.

Suppose you want 500 strawberry plants direct by parcel post from Round Lake Fruit Farm to your door in the first or second zone, or within 150 miles of Jackson, Mich. As the average weight is 3½ pounds for each 100 plants, or say 17 pounds for 500 plants, count 5 cents for the first pound and 1 cent for each additional pound, making 21 cents for the 500 plants; 8 cents for 100 plants. If to the third zone or 150 to 300 miles from Jackson, Mich., count 6 cents for the first pound and 2 cents for each additional pound and so on, according to the zone and the table of rates and weights above.

Packages of plants will weigh more or less, according to varieties and amount of damp moss included to insure good condition on arrival anywhere in the United States as guaranteed by us. These packages are collected by the mail man or taken promptly to the city in our car, where they are weighed and stamped by the officials for the different zones, and the sum total for postage for the load charged to our account.

SOME BARGAINS IN PROGRESSIVES

We have certain customers near by who are growing this variety in a large way for fruit, who have surplus plants that can be bought in quantity at bargain rates. Write us for prices. These plants are our own strain of this variety. We know all about them, and will supply them direct from the grounds of these, our customers, with whom we have an understanding to other customers under our own tag and guarantee, the same as our own growing.

It is not our way to buy plants elsewhere to be reshipped from here in any case, but here are plants as good as ours, that have been inspected and the growers have experience in packing and shipping by express, and here is the chance to buy in quantity at special bargain prices if it is agreed. Write us today, and order promptly when you know the price, giving full instructions when to dig and ship.

How To Order By Parcel Post—This Page Above
Below—Some Bargains in Progressive if You Want Large Lots

PRICE LIST

These prices are by express, not prepaid. When ordered by Parcel Post add for postage to the different zones (to points within the United States only) as follows. See table of rates and weights, Page 16.

Six plants of one variety at dozen rates; 50 plants of one variety at hundred rates; 500 plants of one variety at 1,000 rates. (P) for perfect; (I) for imperfect blossoms.

	12	25	100	250	1,000		12	25	100	250	1,000
Abundance (P) -----	\$0.20	\$0.30	\$1.00	----	----	La Bon (P) -----	\$0.20	\$0.30	\$0.75	----	----
Americus (P) -----	.25	.40	1.25	\$2.50	\$8.00	Late Jersey Giant (P) ..	.30	.50	----	----	----
Aroma (P) -----	.15	.20	.60	1.25	5.00	Monroe (P) -----	.20	.30	.75	----	----
August Luther (P) -----	.15	.20	.60	----	----	Norwood (P) -----	.20	.30	.75	\$1.50	\$6.00
Black Beauty (I) -----	.20	.30	.75	1.50	6.00	Orem (P) -----	.15	.20	.60	1.25	5.00
Charles 1st (P) -----	.20	.30	.75	----	----	Paul Jones (I) -----	.15	.20	.60	1.25	5.00
Collins (P) -----	.20	.30	.75	----	----	Peerless (P) -----	2.00	----	----	----	----
Dr. Burrill (P) -----	.20	----	----	----	----	Pennell (P) -----	.15	.20	.60	----	----
Early Jersey Giant (P) ..	.25	.40	1.25	2.50	8.00	Pride of Michigan (P) ..	.15	.20	.60	----	----
Edmund Wilson (P) -----	.25	.40	1.25	----	----	Productive (I) -----	.25	.40	1.25	2.50	8.00
Forward (P) -----	.40	.60	----	----	----	Progressive (P) -----	.25	.40	1.25	2.50	10.00
Francis (P) -----	.60	1.00	3.00	7.00	25.00	Rewastico (P) -----	.15	.20	.60	----	----
Gandy (P) -----	.15	.20	.60	----	----	Richmond Beauty (P) ..	.20	.30	.75	----	----
Gibson (P) -----	.15	.20	.60	----	----	Sample (I) -----	.15	.20	.60	1.25	5.00
Glen Mary (P) -----	.15	.20	.60	----	----	Senator Dunlap (P) -----	.15	.20	.60	1.25	4.50
Golden Gate (P) -----	.15	.20	.60	----	----	Sons Prolific (P) -----	.20	.30	.75	1.50	6.00
Grand Marie (P) -----	.20	.30	.75	1.50	6.00	Stevens (P) -----	.15	.20	.60	1.25	5.00
Haverland (I) -----	.15	.20	.60	1.25	4.50	Superb (P) -----	.25	.40	1.25	2.50	10.00
Helen Davis (P) -----	.15	.20	.60	1.25	4.50	Uncle Jim (P) -----	.15	.20	.60	1.25	5.00
Iowa (P) -----	.30	.50	1.50	----	----	Warfield (I) -----	.15	.20	.60	1.25	4.00
Joe Johnson (P) -----	.20	.30	.75	----	----	Warren (P) -----	.20	.30	.75	----	----
Kellogg's Premier (P) ..	.25	.40	1.25	2.50	10.00	Willard (I) -----	.25	.40	----	----	----
Kellogg's Prize (I) -----	.15	.20	.60	1.25	5.00	-----	-----	-----	-----	-----	-----

ADDITIONAL VARIETIES

Per Dozen, 20 Cents

Big Joe. Billy Sunday. Chesapeake. Clara. Columbia. First Quality. Fanny. Magic Gem. Meteor. Mrs. Miller. New Discovery. St. Louis. Sweetheart. Todds Late Champion. Three W. Uncle Sam.

WE DO NOT SUBSTITUTE WITHOUT PERMISSION

but if you order late and are waiting for the plants, such permission may avoid delay, since we are liable to be sold out of something in your order. We are here to please and satisfy and not to disappoint you by returning orders if it can be helped, but more than all to do business on the level, and we never take this liberty without permission.

A Last Word About the Everbearers

Spurious varieties have been sent out by the unscrupulous. Be sure you get the genuine and you will not regret it. If we have a single customer who would be without them for ten times what they paid us for the plants we do not know of it.

We never have and never will leave a single customer dissatisfied with us if we can help it.

Read Our Little Catalog All Through

OTHER SMALL FRUITS

[Limited to the few varieties we have selected from the many for our own growing. If wanted in larger quantity write for prices.]

ST. REGIS EVERBEARING RED RASPBERRY New. A great sensation and a truly valuable variety, fruiting with the earliest in the regular season and also producing fine fruit in paying quantity in summer and fall. Our plants are the genuine. Price, 30 cents per dozen; \$1.50 per 100; \$10.00 per 1000.

KING RED RASPBERRY (Early King) Large and fine, productive; one of the best. Price, 30 cents per dozen; \$1.50 per 100.

CUTHBERT RED RASPBERRY Large, latt, hardy and productive. Price, 30c per dozen; \$1.50 per 100.

EATON RED RASPBERRY Largest, handsomest and most productive. Our own introduction. It makes but few new plants and few to spare this year. Price, 40 cents per dozen.

BLOWERS BLACKBERRY PLANTS Price, 40 cents per dozen.

Above prices are by express, not paid. If wanted by Parcel Post, figure 1 pound for a dozen plants and 5 pounds for 100 plants, adding for postage according to the zone or distance from Jackson, Michigan. See Page 16.

SPURIOUS

Denver, Colo., 2-23-16.—You say you will accommodate me with 4 or 5 Standpat plants at 35 cents each. Please save me 5 plants and oblige. See order and remittance. Last spring I got a few Standpat and Francis, so-called, from an Illinois firm. Not a single plant even bloomed although I gave them extra care. The Superbs I got from you in 1914 done well, etc. GEO. R. SWALLOW.

Note.—Friend S. does not say what firm, but we know about them from other customers. We knew of J. H. Bradley of Makanda, Ill., a good many years ago—20 years ago, I guess. Later on it was sometimes Bradley Brothers, Basky Dell, Ill., The Illinois Nursery Co., Carbondale, Ill., etc., etc.

In 1915, we sent them one dozen Standpat plants by mail for \$3.00 cash down, and duplicated the shipment when they insisted that they had not received them, though we knew better well enough. Anyway they had the genuine "Standpat" at last, after they had been offering it in their catalog in large amounts at attractive prices for some time, their description partly copied from our catalog with much more added. They could now say they got Standpat from us if they had occasion, which might seem probable. Following is a letter from Mr. Rockhill, the originator, as printed in our 1915 catalog:

Conrad, Iowa, Feb. 21, 1914.—Friend Flansburgh: I got a letter saying the Griswold Seed Co. was offering "Standpat" stating their stock came from Bradley Bros. & Co. These fellows never got any trial plants from me. I wrote the man to go to you if he wanted the genuine and he would get it. HARLOW ROCKHILL.

These everbearers are a great temptation, and spurious varieties have been substituted or still may be exploited as the genuine. There is no limit for the crooks until they get found out.

Centerville, Iowa, May 10, 1916.

Mr. C. N. Flansburgh, Jackson, Mich.

Dear Sir—I had splendid success with the hundred Progressive purchased of you last spring. Had strawberries until the last of November and after several frosts. I must have about 1,500 plants produced by them. This is my first experience at strawberry raising and I would like to know if these plants will bear fruit again all summer and fall, as they did last year, if they are allowed to grow undisturbed without disbudding.

I am quite interested in strawberry culture now, since what these everbearers proved to me last summer, and would like to know all about growing them. Are there any books or magazines that treat on this subject? Thanking you in advance for any information. See order and remittance for St. Regis and Superb.

Yours very truly, DAVID TAYLOR.

Note that the above letter was written May 10, which for southern Iowa indicates that the regular June fruiting is about to begin, and Progressive, instead of producing moderately but continuously as in the summer and fall before is now loaded to its utmost capacity. Hence the questions about disbudding, etc. Note also in the following from the Livingston Seed Co., Ohio, that by June 21 the regular fruiting season must be nearly over.

Columbus, Ohio, June 21, 1916.

Dear Mr. Flansburgh:

We write for information about the Progressive strawberries. The plants received from you last spring made a fine growth of both fruit and plants last season. They have been in bearing now for five or six weeks. The rows are matted at least two feet wide. What shall we do with them? Our first object is to produce plants next season.

We had a so-called strawberry man out to the farm this week to get his advice. He never has had any experience with the everbearers, but for producing fruit and plants he suggests that we plow the matted row on each side at once, reducing to eight or nine inches in width, then taking a narrow hoe and cutting out crosswise of the row. First, however, I should have said he advised mowing off all the plants down close to the ground. After getting the rows in condition as above, he suggested using a narrow cultivator between the rows and cultivating down to fine shape so as to make a fine plant bed.

Our farm people who have not had much experience and do not consider themselves experts, claim that the best and cheapest plan, where plants especially are most needed, is to set a new patch every spring.

Any information you can give me on this point will be appreciated. If you had a bed of plants a year old as described above and that had been bearing very heavily for the past five or six weeks, what treatment would you give it for the coming fall crop? It appears to me that we should not expect much of a fall crop from this bed that has fruited so heavily. We have tried none of the varieties but the Progressive received from you.

I read in a recent number of the Market-Growers' Journal quite a write-up on the "Superb." The writer was greatly pleased with his results from that variety.

Up to date, have you found any variety that pleases you better than Progressive? The strawberry-man referred to, that we took to the farm, could not work up very much enthusiasm on everbearing varieties until he saw with his own eyes our Progressive patch—his enthusiasm started at once. He liked the growth of the plants, style and flavor of the fruit and has concluded already that the everbearers are a good thing.

If you have any of your catalogs on hand, please send me two or three copies, and oblige. I want several of our strawberry people to read what you have to say on the subject.

Hoping that you had a splendid plant trade this spring, and that you are well and prosperous, I remain

Very truly yours,

ROBT. LIVINGSTON.

In the above two letters from our customers we find that friend Taylor's goal is chiefly fruit, and profit in the fruit, and friend Livingston's is plants and fruit, but just now chiefly plants, while we as growers and disseminators who advise, are also after plants.

We have said that the everbearers all do best in hills and under high cultivation, but they do well when grown in matted rows, and as a rule are much less particular as to soil or treatment than many of our June varieties as we have demonstrated. Note elsewhere our experiment with Progressive and Superb as grown three years between nursery rows of red raspberries, the last two years with entire neglect and worse.

We grow in matted rows for plants and fruit, striving for the ideal fruiting row

From Our Customers Selected For a Purpose

as much as possible not too thickly matted. As a rule the everbearers grow that way naturally. After the regular first June fruiting the plants are immediately plowed under, depending on a new setting out each spring of all varieties. This has been our practice for over twenty-five years for reasons given in this catalog (page 1). But if after the regular June fruiting, and we still desired to keep on with a bed of Progressive as above described and for the fruit alone, we should employ like methods as suggested to friend Livingston, since that is a common practice with the June varieties and why not for the everbearers? True, they had borne a crop in the summer and fall before while making plants, when common sorts were only making plants and getting ready for the great event next June, and in the spring they had produced a full crop all at once like ordinary June varieties. The facts are that the everbearers are just like other varieties at this regular June fruiting, but everbearers at all other times as long as the plant is still alive and growing, even in the winter, under glass. The wonder is how they can produce so abundantly in June, equaling or exceeding the June varieties and still hold their job of everbearing later on. We know that they will do it, for it is their nature, but it would be too much to expect that they would do it as abundantly as in the first summer and fall from the setting out and the first June fruiting, unless kept disbudded or partially disbudded throughout the regular June fruiting period, which would be lots of work for matted rows at this season of the year. And so we take our profits in the finer fruit that is produced and the higher prices paid in summer and fall, before the first snow flies, resetting in the spring, and depending on the year old plants for another profit equal with the June varieties in June, after which we plow them under. By this time the new plants set out in spring and kept disbudded until well established, or until about July 20, will begin to bear by August 1, and so continue blossoming and bearing until the ground freezes in the fall. We can recommend this way to our customers. But if grown in hills, or if it is desired to keep on with the old patch beyond the first June fruiting, it will be necessary to grow elsewhere or buy the stock plants for resetting, the same as for the June varieties, since any plants that may be reproduced from plants that have borne a full crop at the regular June fruiting, are necessarily more or less weakened in vitality, and especially in fruiting vigor.

Oswego, N. Y., April 18, 1916.—The 500 Superb came to hand yesterday in fine shape and excellent condition, and you are to be complimented on the plants you put out. I have a neighbor who sent to another firm in your state for 500 Superb, receiving them the same day, but they were a bad lot. I showed him my plants and you will get an order from him in the same mail you get this. My bunches were all full count and more, while his were mostly short; only three bunches full count. I think it is only fair to let you know that I am well pleased with your plants—they could not be nicer.

MRS. JESSIE BOND.

Eaton Co., Mich., April 26, 1916.—Plants received and very fine. Thank you.

A. G. WAGNER.

Mercer Co., Pa., April 8, 1916.—See order and remittance. P. S.—Previous plants have been fine. C. A. McCLUSKEY.

Muskegon Co., Mich., March 16, 1916.—See remittance \$14.41 and order for more everbearers. I had great success with the everbearers I got of you two years ago. From the three dozen plants and increase I realized \$45.00 last summer. Your plants are the best I ever received from any nursery. CHAS. G. NELSON.

Lowell, Mass., April 8, 1916.—Plants received; nice plants and in good condition. See order and remittance for more. J. N. BODWELL.

LATER.—The everbearing plants you shipped the 10th reached Lowell Saturday and I got them Monday. Good plants and in good shape. J. N. BODWELL.

Morrow Co., Ohio, April 8, 1916.—The everbearing variety you included in my order last spring have done just fine. They were next to Progressive for bearing and made lots of plants and runners and the berries were good size. I saw a blossom almost out on this variety just now. PHEBE A. WOOD.

A Little of Our Earlier Experience With the Everbearers, Pages 21, 22, 23

THE NEW EVERBEARERS

Note that the following was written in the fall of 1912, for our 1913 catalog:



OW we want to tell you all we can about these everbearers, but we are liable to skip around quite a lot doing it, just about as we would write a letter. If we overlook anything that you want to know, just write us and we will tell you if we can. We have a lot to learn ourselves. True, we have been looking for their coming since the advent of "Pan-American," a dozen year ago, but the details of their production, the patience and the efforts of those who labored to produce them would be a long story. To most of us it is perhaps sufficient that their labors have been crowned with success, the result accomplished. They are a new thing under the sun, and a good thing, all in keeping with this wonderful progressive age. "Progress." Let us heed the call, and stick a pin right here! It sure is getting interesting! But read our catalog all through; it is written for your information, and maybe you will find the answer or the information somewhere; if not in just the proper literary style, why, then, in truth and frankness anyway. If we always tell the truth, or just as we believe it, every time, we shall never have to keep a carbon copy of our letters, to know next time just what we told you in the last.

C. N. F.

*There's something doing, so they say,
At Round Lake Fruit Farm, every day.*

On The Car For Downtown

Strawberries! Look! What do you think of that! Everbearing strawberries! Oh yes! Say! I read about them in the city papers. Flansburgh & Son, Round Lake Fruit Farm. As fine as June varieties and finer flavor. Keep blossoming and bearing all summer. On the job all the time until the ground freezes. Say! I thought it was a breeze, a yarn. Somebody has a second crop. I've heard of that, but never saw any. Never was enough to go around so you could notice it. And the French varieties, everbearing, as soft and small as the wild ones that we used to gather, twenty for a mouthful. Now you see 'em, now you don't. You know! But these are large and fine! Just as they said! So it's true! Gen-u-ine Uncle Sam everbearing strawberries. Twenty-five cents a box, and you pick them every day, by the quart, crate, bushel! What do you know about that! Are they all sold? Are these the new "Progressive" that they told about? I want two quarts right now! And I want some plants in the spring for my garden in the city! Catalog? Sure! Send me a catalog as soon as out! I want to learn all about them. Thanks! These two will do for dinner. See you again tomorrow, maybe. Yes! they are! delicious! the best ever. Here's my corner! I have to get off here! I'll bet she'll be surprised, and she won't believe it; but I'll show her all about it next summer. Don't forget that catalog! Strawberries all summer! What do you think of that!

Up Town

Oh! Here they are! I was afraid I would be too late! And a lady customer at the Norris grocery sets out three boxes to be delivered. You must feel proud to have strawberries at this time of the year! Such nice ones, too! I guess they get more sunshine than the June varieties. Anyway, they are better flavor—much better! Other lady customers admire and order of the grocer. Nearly all gone already. But there were others promised, a crate for the Otsego, one of the best hotels between Detroit and Chicago. Takes sixteen quarts for their Sunday dinner, leaving only nine quarts for another grocer, who hands them over to a customer who evidently is waiting for them. That's all today. An order for two crates from Kalamazoo could not be supplied.

The above is given as a sample and is practically literally true of a day's experience early in September, with our new everbearers on the market. Just a hint at the wonder and admiration expressed on every side, from the first daily trips uptown on the electric with a single sixteen or twenty-four quart crate to later on with horse and buggy in larger quantity to the city, and still later at intervals, as it got colder, until the ground froze in November.

For the first two weeks we got 25 cents per quart wholesale. This was for the new "Progressive" (now offered for the first time) and "Standpat," another of Mr. Rockhill's varieties (not yet offered). We had kept the blossoms picked from all of our everbearers until August 10 except these two new sorts, which were left to do

Copied From Our 1913 Catalog

what they would after July 20. When the Productive, Americus, Superb, Iowa, Francis, etc., began to ripen we set the price at 22 cents per quart, wholesale. Of course there was no competition, and in a city of toward 38,000 people we were by now only trying to supply the leading grocery, and away behind at that; but we did not want to make a price too high for anyone to buy. At 25 cents wholesale they retailed at 30. At 22 cents they retailed at 25. The fruit was as fine in size and appearance as average varieties in June, while a dish of berries with sugar and cream or fresh from the vines was all that was necessary to convince the most skeptical that they were of decidedly superior flavor. We would pick them in the afternoon, and in the morning we would drive the four and a half miles to the city and be back home again in about two hours.

It was some twenty years ago, on a Saturday morning in July (July 8), that the writer sold the greater part of \$200 worth of strawberries at Parker & Fleming's, the same place, but now the M. Norris Model Food Store, 211 West Main St., Jackson, Mich. There were three loads, and we brought them to the city in the night, seventeen miles by wagon from the old home farm. (Somehow it always seemed a good deal farther at night, after picking berries all day.) They were all of a brand new late variety (Gandy Prize) and proved the sensation of the day. There have been other strawberry sensations since then, but nothing in our experience to compare with these new Everbearers. And proud! Well, we have done a bigger business before now, with 325 bushels of strawberries the record of one day's picking; but they were just strawberries in the ordinary season, odds and ends of rows, and about a hundred varieties. The most of them went to a canning factory. That was several years ago, and we never bragged about the price.

Yes! The lady was right! While it is our business that we should know about these everbearers in advance, we were as proud to be in the forefront with the fruit to offer daily on the market as we are to have the plants to offer to our customers. And we are thankful, too, to those who have produced them and to a kind and generous Providence that made it possible.

We are not expecting that they will supersede the June ripening sorts, especially the improved and more profitable varieties; but they make a splendid supplementary crop, extending the strawberry season about four months. Their greatest stronghold will be the city garden and wherever irrigation can be had. They will grow and thrive wherever ordinary varieties will, but it is to be remembered that there often is a drouth sometime in the summer that would reduce the crop while it lasted, unless water is applied or moisture is retained by mulching. The everbearers are especially adapted for hill culture, which admits of heavy mulching, holding the water that is already in the soil to tide them over any ordinary drouth. There is such a demand for the plants and we are all so anxious to increase the supply for our own fruiting and for sale; but when we get to growing them in hills, for fruit only, there will surely be a great awakening and a greater interest in them, if that were possible, than there is now.

We grew our everbearers by themselves last season, except a few put out in our general planting. The plants were set out quite late, after the greater part of the plant orders had been shipped, and were grown mainly for the plants, without manure or other fertilizer. There were four large apple trees to draw the moisture and shade the ground, but there was plenty of rain; and aside from "Pan-American," which makes few new plants at best, a part of the Francis, the spots under the trees and a narrow clay ridge where the plants grew thinner, the rows were well filled out by fall. In fact, it was almost impossible to walk between the rows of "Progressive" at the last, and part of the way between rows of Productive and Superb, without stepping on plants. Altogether we have about a hundred thousand everbearing plants.

The soil was sandy, gravelly clay loam, like most the soil on which we grow our plants, except the slight clay ridge mentioned—upland soil; but there are low moist places on nearly every farm, at least in Michigan, where the everbearers will prove especially valuable grown commercially. It is true these places are more frosty than the higher uplands, but it is also true that the everbearers will stand more degrees of frost, and cold without injury than the hardiest of the June ripening sorts. One end of our planting extended down a short distance on such low ground. There was a heavy frost September 26 and 27, and again October 8. The vines were stiff with frost each morning, but not a bloom was injured, here or elsewhere, and there were still blossoms and abundance of green and ripe berries after many frosts and when the ground froze hard in November.

We do not mean to infer that the everbearers will stand less drouth than the June varieties, but that the chance of drouth is greater in a long fruiting season than a short one. We have in mind a field on our own place, a part of which is always moist, though never wet, where we plan to grow everbearing plants for those who neglect to order in the spring and want them in the fall. It is ideal for fruit or plants. But if we had no such soil we should grow them on any good strong soil, depending on frequent and thorough shallow cultivation. To make and keep a fine dirt, mulch at all times between the rows and among the plants, just as we grow the June varieties for plants; but if for fruit only we should grow the everbearers in hills, supplementing this fine dirt mulch just before they begin to ripen with a heavy mulching of marsh hay, straw, leaves or lawn clippings, to make it easier picking, to keep the berries clean, and, best of all, to hold the moisture. On approach of heavy frost a part of it can be lightly shaken over the foliage to protect the fruit and blossoms over night.

If we had no farm or city lot, or only just a place to set a barrel, we would bore it full of holes for the plants, fill it with good rich soil and compost, and grow everbearing strawberries all over it.

Today these everbearers are being grown in country and in town, under irrigation and without, throughout the country wide. No garden is complete without them. Many of our growers are making big money selling in the larger towns and cities as high as 30 and 40 cents per quart wholesale, throughout the summer and fall. They can be grown at half the price, paying cost of plants and all expenses, and a handsome profit before the first snow flies if you get started right.

Since writing the above for our 1913 catalog we credit them for a fine new motor car for delivering the fruit and much more beside. What we have done any of our customers can do, and, better, if grown for fruit alone. As time goes on production will increase, tending to lower prices in the future, but doubt not that demand will keep apace, and speeded up with any drop in price until they are no longer a luxury out of reach of many, but health and plenty for the people as an all-wise Providence hath planned.

Some folks declare that plants can't talk or think, but stop your work a moment and listen to their whisperings.—I am the new Progressive, and this, our cousin is Americus—and there Superb and Francis and the others. Since the world was we have been waiting for—the day, for our place in the sun. We came not to supplant, but supplement our other cousins, the truly worthy June varieties, and extend the fruiting season, was it not foretold? For you we don our robes of living green, and deck ourselves with blossoms white as snow, and nod and beckon you with every passing breeze. See how the dewdrops sparkle on our foliage, the red ripe berries and the growing fruits! Are we not fresh and fair this bright sunshiny morning? We come to make you glad, and others glad, wherever we shall go. There is a mission to fulfill. Let everybody know.

Putnam Co., Ohio, April 24, 1916.—If not too late can I still get Superb and Progressive plants of you? I did not lose a single plant I got of you. I can't say that about some others—so I am writing you for the above. W. H. HICKEY, M. D.

*LATER.—April 29, 1916.—The plants to hand. I am well pleased. Thank you.
W. H. HICKEY, M. D.*

Detroit, Mich., Feb. 28, 1916.—I received two of your catalogs this year. One I gave to a neighbor, a Mr. Porter, the other to Mr. Jno. Starr, who is a large grower. Both will probably give you an order. I have given your name to several others at the Ford Motor Co. where I am now, having given up the nursery business, but will grow considerable small fruit as I have two acres. The plants I got of you two years ago were fine and produced splendidly the past season. I am also much interested in the everbearers, etc.

C. W. HAVENS.

Washtenaw Co., Mich., May 6, 1916.—I intended to write you before this about the plants you sent me. They came in splendid condition and are doing fine. Enclosed find order for Progressive. If out, send any other everbearer that you can recommend.

JOHN WRIGHT.

Buchanan Co., Iowa, April 20, 1916.—Dear Mr. Flansburgh: The plants I got of you last year done fine, but I moved last October and I have to let the other fellow have them. See order for the 750 of our selection and 250 of your own selection. I know well that you delight to please and satisfy your customers, so I am enclosing \$1.00 extra for a few plants of something special that you think will please me. M. E. BIRCHARD.

Marion Co., Oregon, March 19, 1916.—Dear Sirs: The strawberry plants from you last spring arrived in fine shape. All lived but two plants and that was doing well considering the long hot summer we had. I got one of my friends to send to you for plants this spring, etc. I. E. STODDARD.

Grand Traverse Co., Mich., April 2, 1916.—Enclosed find order and remittance. Your catalog has done me a world of good. W. L. THOMAS.

Madison Co., Indiana, March 16, 1916.—You were recommended to us by your customer, Mrs. Mildred Iseley, of Muncie, Ind., etc. J. H. KETTERY.

Ingham Co., Mich., April 25, 1916.—Dear Sirs: I am sending for more everbearing strawberry plants. The few I got of you two years ago done fine. MRS. S. H. HICKS.

Bozeman, Montana, April 11, 1916.—Shipment of plants received in good order. Thank you for promptness. Regret that I could not get the Francis, but will try again. NELSON LUNDWALL.

Alpena Co., Mich., July 21, 1916.—Find draft for \$45.00 enclosed for the Americus and other everbearers. Crop looks fine with us, but my, it is hot and dry! GEO. VAN WAGNER.

Jackson Co., Mich., July 14, 1916.—I have just finished picking my crop of strawberries from the plants I bought of you last year. The everbearers are all you claim. They fruited until it froze last fall and have done nicely since so far this year. I sent your catalog to my brother-in-law, who is interested in the best of everything, and you may hear from him later. We expect to set out another bed soon and will want another catalog. Wishing you success. H. L. COPLIN.

Androscoggin Co., Maine, Feb. 11, 1916.—Please send me your catalog. I bought plants of you when it was Flansburgh & Peirson, quite a good many years ago, and they done well with me. A. S. BRAY.

Allen Co., Ohio, May 11, 1916.—Enclosed find order for more plants. The plants you sent arrived O. K. but I did not order enough. MRS. EDNA ULREY.

LATER.—May 19, 1916.—Your latest shipment were the nicest plants we have ever seen. MRS. EDNA ULREY.

Camden Co., N. J., Oct. 12, 1916.—I guess you have probably had a hard year to grow plants like the rest of us, but I write to say, from plants originally purchased from your good selves, about four years ago, I now have about 150,000 Progressive. When you have a Fall Bearer to offer that beats Progressive don't forget to let me have a chance at them, etc. W. H. OPENSHAW.

Rockford, Ill., May 9, 1916.—See order inclosed. The everbearers received from you a few days ago were in very fine condition. H. R. COTTA.

Eaton Co., Mich., May 10, 1916.—Plants to hand O. K. D. C. HUGGETT.

Ionia Co., Mich., May 8, 1916.—From the 700 Progressive I got of you last spring I now have about 15,000, or 20 to 1, etc. B. F. DALZELL.

Grafton, Vt., May 5, 1916.—Friend Flansburgh: The strawberry plants came to hand in fine condition. They were nice plants and put up in the best possible shape. O. D. BURBANK.

Springfield, Mo., June 11, 1916.—Enclosed find order and remittance for more plants. I know it is late, but the plants received from you a short time ago are doing fine.

CAROLINE ANDERSON.

Norvell, Mich., May 15, 1916.—Some time ago I got 100 of your everbearing strawberry plants, and am so well pleased with them that I wish to pass your name on to inquiring friends. Please send your catalog to the following, and oblige.

MRS. H. F. SCHOFIELD.

Clinton Co., Mich., May 16, 1916.—Plants all O. K. A. P. WOLCOTT.

Washtenaw Co., Mich., May 18, 1916.—The strawberry plants you sent arrived in fine condition. MRS. WADE.

Sank Co., Wis., May 10, 1916.—We received the strawberry plants in good shape the day after I wrote you about them. MRS. F. T. HOUGHTON.

Jefferson Co., Montana, April 15, 1916.—Plants came today in fine shape.

W. W. WINTERS.

Phelps Co., Nebr., April 19, 1916.—Plants received in fine condition.

MRS. H. E. BUSH.

Harvard, Ill., May 9, 1916.—The Progressive plants were fine and are starting out O. K. ROBT. UECKE.

Corunna, Ind., May 3, 1916.—Plants shipped on Monday reached here today O. K. and in good condition. In shipping me a fresh lot of plants to replace those delayed by the Express Co., you certainly gave me a square deal. F. S. BROWN, M. D.

Note.—The Doctor got our notice of shipment, but did not get the plants, and we found they had gone to Corunna, Mich., through error of the Express Co., with whom we filed a bill of claims for the value—which we just recently collected. We guarantee safe arrival in good condition. To have ordered them reshipped from Corunna, Mich., would mean something less than good condition because of the delay. So we dug and shipped fresh plants—and lucky that we had them.

Hudson, Mich., May 6, 1916.—Enclosed find check \$5.88 for plants received, which reached me in fine shape and every one is growing. I am saying a good word for you and your plants whenever I have a chance, and feel that I am doing every one a benefit if they buy of you. Thanking you for favors. H. D. JENNINGS.

Montgomery Co., Pa., May 14, 1916.—Just a word along with my order to say that the plants purchased of you last spring were all true to name, and are making a fine showing for a big crop again this summer. Superb, one of the Fall Bearers, produced 9,800 plants from the 50 got of you. Two of them under special feed and care produced 440 plants, an average of 220 per plant, and all hearty and well rooted. Some of them have three crowns and produced a few nice berries last fall. This year I am going to push them for fruit, also set several rows and fruit them as standard varieties in the spring. They are great as to size and quantity. Thanking you for your live, vigorous, healthy plants. MILTON R. WANNER.

Oakland Co., Mich., April 26, 1916.—Enclosed find order and remittance. The plants I got of you last spring have done fine. JACOB COWELL.

Kind Words and Kind Regards and Friends Make Life Worth Living

FRIENDS:

For twenty-five years I have been telling you about Strawberries—the truth about varieties in our catalog from year to year—a quarter of a century in the plant trade. Before that I was a lover of the strawberry growing for the fruit alone. Success brought inquiry about varieties and demand for plants—the kind of plants I grew, and so the plant trade started, and with it grew another interest—the kind regards and best interests of our customers as well.

Since then hundreds of varieties have come and gone with countless unnamed seedlings, holding to the few best suited to our needs, still hunting, striving for the ideal. Interesting? Well, I guess! I ate and slept and dreamed strawberries. But there was always a something—likened to a vision or a prophecy of something yet to come, more splendid and ideal.

However much I may have been elated when I found a prize, I have always tried to be conservative in our catalog, realizing the more or less different conditions with many of our customers, and when these everbearers came I bottled my enthusiasm—though hardly—but the best I could, until we tried them out and until we could grow a stock sufficient for our needs. But talk about new wine in old bottles or good business according to the rule, when it is our business to let the people know. We are telling you today that these everbearers are a good thing, all we have ever claimed for them and more. If obliged to choose between them and the June varieties for home or market we would take the everbearers. Read about them in our catalog—get started right. If you love to grow strawberries you will win.

C. N. F.

FOR SALE

Our grounds at Leslie, 38 to 39 acres, lying both sides of the M.C.R.R., one-fourth mile from depot and freight office. About eight acres creek bottom pasture, balance fine garden soil under high cultivation (our old strawberry grounds). A good well, but no buildings except a plant house, 24x42 feet. Grounds rent at paying rate for the investment, but part can be released at once if sold. Price \$3,800

Address—

C. N. Flansburgh
Jackson, Michigan